

Appendix 8. Summary of State Officers Workshop 2004 AMPIC, Orlando, Florida

HOW OR WHAT SHOULD NACAA DO TO ADDRESS THESE ISSUES?

***MEMBERSHIP**

- In addition to all the promotion (face to face recruiting, etc.), realize that our potential (extension faculty) has decreased nationwide. Convey to administration by example that the NACAA is a true professional improvement organization.
- We are nearly 100% of potential in our state.
- Communicate/recruit new employees.
- Educate to administration the benefits of memberships.
- Not an issue in North Carolina (high 95% in NC)

***INCREASE ATTENDANCE OF AM/PIC**

- Promote our “unique aspects.” 1) A variety of educational opportunities 2) excellent, practical leadership development 3) “family” orientation of all aspects of the conference.
- Administration or local government should gladly pay at least registration fee.
- August dates.
- More detailed professional improvement classes.
- Encourage members to participate in awards contests.
- Educate members of scholarships.
- Keeping affordable.
- Besides waiving 1st time attendees, give them other benefits. (If you get them there one time, will come back)(Encourage states to do likewise)

***BUILD RELATIONSHIP WITH JCEP**

- O.K. now.
- Would recommend participating in Galaxy, providing our 2 ag. reps on planning committee. (continue to hold our AM/PIC)

***DISCUSSION ON DIFFERENT STAFFING PATTERNS AND EFFECTS ON CLIENTELE**

- Listen to “failed attempts at change (clustering, etc) to help prevent others from making the same mistake.
- Look at what is working & not working across the nation. Share strategies.
- Would be nice to know what each state does (i.e. tenure, region-based, county based, campus based, etc)

***MANAGE ASSOCIATIONS IN ACCORDANCE WITH FUNDS AVAILABLE**

- Coordinate fundraising efforts between host state, National board and professional improvement committees to reach more sponsors and less duplication of efforts.
- Reach out to more “small businesses” Several \$100-\$300 contributions add up.

- Continue to increase donors. Look at costs and decrease them.
- Fund raising
- Keep up with sponsors

***HELP MEMBERS UNDERSTAND ISSUES BETTER**

- Convenient links.
- Need more state meetings
- Better utilization of state newsletter
- Articles in the County Agent
- E-mail entire membership occasionally (stating new news articles) with link to NACAA website.

***FOCUS ON NACAA MISSION**

- State review.
- Re-emphasize to entire group during the week.

***INCREASE SPONSORSHIP – CARGIL, SCOTTS TURF, COMPUTER COMPANIES**

- Build relationships.
- Look at non-traditional businesses (i.e. cell phone, computer companies, software, etc.)
- Continue member sponsorship incentive program. (Re-explain to membership during AM/PIC)

***MORE USDA SPONSORSHIP**

- Build relationships.
- Need better communication.
- Our regional director heading up PILD should work on this during that time.

***INCREASING SUPPORT FOR PROMOTION AND TENURE BACK HOME**

- In California, promotion includes peer review of publications so members work on that. Could County Agent or JOE provide this? NACAA needs to look at peer review opportunities.
- Research vs. Applied different methods. Program sharing ideas/tools/concept that is transferable to others.
- Utilize JOE or County Agent Magazine for this.

***COUNTY AGENT**

- Make all issues (except Jan.) web based. Send each member an e-mail message, with hot link each time a new issue is posted.
- Keep January hard copy.
- Electronic—some issues.

***WE NEED TO CONTINUE TO TELL OUR SUCCESS STORIES TO ALL LEVELS**

- Share examples—encourage.
- NC already publishes success stories at the state level.